Campus Planning Committee

April 17, 2013
Meeting Minutes

- approved -

<table>
<thead>
<tr>
<th>Members Present:</th>
<th>Jerry Anthony, John Beldon Scott, Carol Haack, Larry Robertson, Mason Scisco, Caitlin Shanahan, Claire Sponsler</th>
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<tbody>
<tr>
<td>Members Absent:</td>
<td>Ingrid Belding, Dave Martin, Barbara Mooney, Shalla Wilson Ashworth</td>
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<tr>
<td>Others Present:</td>
<td>Laird Addis, Shawn Albaugh Kleppe, Don Guckert, Rod Lehnertz</td>
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<td>Call to Order:</td>
<td>John Beldon Scott called the meeting to order.</td>
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<td>Previous Minutes:</td>
<td>Minutes of the December 4, 2012, CPC meeting were approved as distributed.</td>
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DISCUSSION / ACTION ITEM(S):

Banner Policy Review
Because of the influx of banner requests, it was determined that the December 2010 edition of the Campus Planning Committee’s Campus Banner Policy be reviewed.

Discussion included referencing distinct areas or zones of campus, providing broader definition of these areas/zones and identifying campus edges, and explore duration definitions for flexibility.

Committee Chair John Scott asked that this be added to our next working session agenda as an item for discussion, as well as the review of the existing banners currently located at the UIHC.

WORK SESSION REPORTS

Power Plant – Replace Boiler Fans and Erect New Stack
This project originally recommended construction of a new; approximately 200’ tall stack for use by two boilers and four natural gas-driven electric generators, which was supported.

This project returned for reconsideration of replacing the single 200’ tall stack with four individual stacks with elevations of 67’. This redesign would serve the four generators until new Air Quality regulations are clarified allowing the additional air dispersal modeling needed to permanently define stack height requirements.

Attending committee members supported the proposal as presented.

Wendell Johnson Speech and Hearing Center Banner
A proposal to hang a banner advertising the Department of Communication Sciences & Disorders (CSD) and its Wendell Johnson Speech and hearing Clinic on the Wendell Johnson Speech and Hearing Center building was presented.

Though the committee takes a dim view on the visual pollution these banners cause, the committee supported the limited event-based display (two recruitment weekends) of this banner in the Spring of this calendar year.
Golf Training Facility – Exterior Signage
An update on exterior donor signage for the Golf Training Facility was presented. The “James M. Hoak Family Golf Complex” would be done in 6” anodized aluminum lettering mounted on stand offs along with an anodized aluminum Hawkeye placed approximately 8’ up from ground level to address the vandalism concerns, justified from the right and done in the Athletics font style.

Committee members supported the refined exterior donor signage as presented

Construction Signage
An update on project signage was presented. Each major project will have signage displayed on the exterior perimeter fencing identifying the project, the market age line “Building for Iowa” and a tag for “Philanthropy At Work” if any amount of funding is derived from the Foundation.

The one concern mentioned was the smudging of the letters in “Philanthropy At Work.” The concern was that the intent would be lost and it would appear sloppy.

UIHC Way Finding Signage
An update on UIHC way finding signage was presented. The hospital will be replacing and adding hospital way finding signage using the style consistent with guidelines recently approved for use on the main campus. The signage will mimic the newly developed UI signage system, with minor changes in the background color, in order to differentiate between the UI and UIHC way finding.

Kinnick Stadium Score and Video Walls
A proposal was presented to remove the two existing video boards currently located at the NE and NW corners of the north end zone grandstand and replacement with a new 9’-0” tall continuous “ribbon” video board extending along the top of the grandstand for the majority of the length and two 26’ tall by 40’ long video/score boards that will be set atop each end of the ribbon board.

The back and sides of the ribbon and video/score boards will be clad in a metal panel system similar to that used on the south end zone video/score board, as well as the Brechler Press Box. A back-lit tiger hawk logo is proposed for the back side of each of the two video/scoreboards.

Discussion included the inability to maintain and/or update the current TriVision message board system due to mechanical system and lack of available gears, percentage of advertising on the video walls, the proportion of the video walls, the subtle backlighting of the Tiger Hawk logo and how that may affect the neighborhood residents. Athletics assured the committee that the display facing outward from the stadium would be operated only on the night before and day of home games.

The attending committee members supported the proposal as presented. This project will be reported for final review at our next formal meeting.

Lindquist Center – College of Education Banners
A proposal was presented to install six outdoor sidewalk/light pole banners, two large vertical building signage banners and two small building signage banners on and around the Lindquist Center. These banners are intended to communicate the rebranding initiative being undertaken by the College of Education.

Discussion included the intended launch date, duration of display, banner medium durability, method of attaching banners to the building, and coordination of display with the College of Engineering.

In closed session, committee members discussed the purview of the committee with regard to the visual impact of the campus only and not the merits of the organization or program representing the proposal; Lindquist Center as a “front door” to the UI campus; segmenting the UI campus with
regarding to banner placement, i.e. West campus versus East campus; and aimed marketing with banners.

It was the consensus of attending committee members that the project as proposed would be detrimental to the campus and a violation to the architectural integrity of the building, as well as massively precedence setting. If implemented it would result in serious challenges to the visual and environmental integrity of the campus. For that reason the Campus Planning Committee does not support this proposal and recommends, instead, a re-thinking of it in consultation with Facilities Management.

**ADJOURNED**

The meeting was adjourned at 11:45 a.m.